

Claims

What is claimed is:

1. A method of advertising for use by a Service Provider providing a video event display system connected with a wide area network, the method comprising the steps of:
providing an identification from the video event display system to the Service Provider;
providing an advertisement from a plurality of advertisements to the video event display system;
initializing the video event display system for displaying a video event and for displaying the advertisement;
displaying a video event on the video event display system; and
displaying the advertisement on the video event display system, when the video event is not being displayed.
2. A method of advertising for use by a Service Provider according to claim 1, wherein the step of providing an identification includes providing a customer personal profile, the customer personal profile for use in determining restrictions on video events provided to the video event display system, and wherein the step of providing is performed in dependence upon the provided customer personal profile.
3. A method of advertising for use by a Service Provider according to claim 2, wherein the customer personal profile is determined from data collected by the customer's Service Provider.
4. A method of advertising for use by a Service Provider according to claim 1, wherein a frequency of displaying the advertisement on the video event display system is determined according to a fee charged to the customer for connecting to the Service Provider.

5. A method of advertising for use by a Service Provider according to claim 1, wherein the step of providing an advertisement out of a plurality of advertisements to the video event display system includes a step of providing the advertisement out of a plurality of advertisements to a temporary buffer, and storing said advertisement in said temporary buffer.
6. A method of advertising for use by a Service Provider according to claim 5, wherein in the step of displaying an advertisement on the video event display system the advertisement stored in the temporary buffer is displayed on the video event display system whenever the video event display system is initialized but idle.
7. A method of advertising for use by a Service Provider according to claim 5, wherein in the step of displaying an advertisement on the video event display system the advertisement stored in the temporary buffer is displayed on the video event display system whenever the video event displayed on the video event display system is interrupted.
8. A method of advertising for use by a Service Provider according to claim 5, further comprising the step of:
refreshing the advertisement stored in the temporary buffer by providingg and storing another advertisement out of the plurality of advertisements in the temporary buffer.
9. A method of advertising for use by a Service Provider according to claim 8, wherein refreshing the temporary buffer is done periodically with a predetermined time interval.
10. A method of advertising for use by a Service Provider according to claim 5, wherein memory resources of the video event display system serve as the temporary buffer.

11. A method of advertising for use by a Service Provider according to claim 5, wherein memory resources of a connection device establishing a connection between the video event display system and the Service Provider serve as the temporary buffer.
12. A method of advertising for use by a Service Provider according to claim 1, wherein the video event display system comprises either one of set-top box, a gaming console, or a set-top box gaming system.
13. A storage medium having stored therein data, the data for performing the steps of:
 - providing an identification from a video event display system to a Service Provider;
 - providing an advertisement from a plurality of advertisements to the video event display system;
 - initializing the video event display system for displaying a video event and for displaying the advertisement;
 - displaying a video event on the video event display system; and
 - displaying the advertisement on the video event display system, when the video event is not being displayed.
14. A storage medium having stored therein data according to claim 13, wherein the data for performing the step of providing an identification include data for performing the step of providing a customer personal profile, the customer personal profile for use in determining restrictions on video events provided to the video event display system, and wherein the data for performing the step of providing includes data for performing the step of providing in dependence upon the provided customer personal profile.
15. A storage medium having stored therein data according to claim 14, wherein the customer personal profile is determined from data collected by the customer's Service Provider.

16. A storage medium having stored therein data according to claim 13, wherein the data include data for determining a frequency of displaying the advertisement on the video event display system according to a fee charged to the customer for connecting to the Service Provider.

17. A storage medium having stored therein data according to claim 13, wherein the data for performing the step of providing an advertisement out of a plurality of advertisements to the video event display system includes data for performing a step of providing the advertisement out of a plurality of advertisements to a temporary buffer, and storing said advertisement in said temporary buffer.

18. A storage medium having stored therein data according to claim 17, wherein the data for performing the step of displaying an advertisement on the video event display system include data for performing the step of displaying the advertisement stored in the temporary buffer on the video event display system whenever the video event display system is initialized but idle.

19. A storage medium having stored therein data according to claim 17, wherein the data for performing the step of displaying an advertisement on video event display system include data for performing the step of displaying the advertisement stored in the temporary buffer on the video event display system whenever the video event displayed on the video event display system is interrupted.

20. A storage medium having stored therein data according to claim 17, the data further comprising data for performing the step of refreshing the advertisement stored in the temporary buffer by providing and storing another advertisement out of the plurality of advertisements in the temporary buffer.

21. A storage medium having stored therein data according to claim 20, wherein the data for performing the step of refreshing the temporary buffer include data for performing the step of refreshing the temporary buffer periodically with a predetermined time interval.
22. A storage medium having stored therein data according to claim 17, wherein memory resources of the video event display system serve as the temporary buffer.
23. A storage medium having stored therein data according to claim 17, wherein memory resources of a connection device establishing a connection between the video event display system and the Service Provider serve as the temporary buffer.
24. A storage medium having stored therein data according to claim 17, wherein the video event display system comprises either one of set-top box, a gaming console, or a set-top box gaming system.
25. A storage medium having stored therein data, the data for performing the steps of:
loading a video event stored on a local storage device onto a video event display system;
loading an advertisement out of a plurality of advertisements stored on the local storage device to the video event display system;
initializing the video event display system for displaying the video event and for displaying the advertisement;
displaying the video event on the video event display system; and
displaying the advertisement on video event display system.
26. A storage medium having stored therein data according to claim 25, wherein the video event display system comprises a set-top box.
27. A storage medium having stored therein data according to claim 26, wherein the video event display system comprises a set-top box emulating a gaming console.

28. A storage medium having stored therein data according to claim 25, wherein the video event display system comprises a gaming console.

29. A storage medium having stored therein data according to claim 25, wherein the data include a frequency of displaying the advertisement on the video event display system, the frequency being determined according to a price paid by a customer for buying the local storage device comprising the video event and the plurality of advertisements.

30. A storage medium having stored therein data according to claim 25, wherein the video event display system comprises either one of set-top box, a gaming console, or a set-top box gaming system.

31. A system for advertising for use by a Service Provider providing a video event display system connected with a wide area network, the method comprising the steps of:
means for providing an identification from the video event display system to the Service Provider;

means for providing an advertisement from a plurality of advertisements to the video event display system;

means for initializing the video event display system for displaying a video event and for displaying the advertisement;

means for displaying a video event on the video event display system; and

means for displaying the advertisement on the video event display system, when the video event is not being displayed.